MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2019/2020

BMK2614 – PRINCIPLES OF MARKETING

(All Sections / Groups)

09 JUNE 2020
9.00 a.m – 12.00 a.m
(3 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 5 questions excluding the cover page.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

QUESTION 1

In modern marketing, marketing management is defined as the art and science of choosing target markets and building profitable relationships with them.

a) Discuss the importance of selecting customers to serve before marketing strategy development. (4 marks)
b) Discuss any **TWO (2)** demographic segmentation variables that a milk powder manufacturer can apply to divide its market. (8 marks)
c) Discuss the following two target marketing strategies that a milk powder manufacturer can use to select their segments: i) differentiated marketing; and ii) undifferentiated marketing. (8 marks)

(Total: 20 marks)

QUESTION 2

Strategically, companies that excel at developing and managing new products reap big rewards. New products are key source of growth and yet innovation can be very expensive and risky.

a) Discuss any **TWO (2)** external idea sources that a company can refer in generating new product ideas. (8 marks)
b) Discuss **ONE (1)** internal idea source that a company can refer in generating new product ideas. (4 marks)
c) Discuss how test marketing can help businesses to reduce the risk of new product failure. (4 marks)
d) To get their new products to market more quickly, many companies use a team-based new product development approach. Discuss how this team-based approach can be applied in new smart phone development. (4 marks)

(Total: 20 marks)

QUESTION 3

WIDURI Entertainment Park is located in several locations in Malaysia including Sabah and Sarawak. For the past 3 years, the Park has been experiencing significant reduction on number of visitors and your CEO has requested for a proposal to increase the attractiveness of the pricing strategy by using segmented pricing.

a) Define segmented pricing. (4 marks)
b) Discuss **FOUR (4)** types of segmented pricing that could be implemented to attract more visitor to the Park. (16 marks)

(Total: 20 marks)

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QUESTION 4

CARE2U is a successful manufacturer of personal care products in Malaysia which has been established for almost 20 years. To ensure their visibility to greater Malaysian market, you have been tasked to propose to the Management Committee any possible strategies to improve their customers' experience. Provide the description for each of the following type of retailer stores and explain how CARE2U could use them as part of their placing decision.

a) Speciality Store (4 marks)
b) Department Store (4 marks)
c) Supermarket (4 marks)
d) Off-price retailer (4 marks)
e) Warehouse Clubs (4 marks)

(Total: 20 marks)

QUESTION 5

Social media marketing has been popularly used as one of the marketing strategies. Looking at this opportunity, your CEO has requested your team to present to the management committee the possibility of enhancing your company social media appearance targeted towards general public.

a) Define social media marketing. (4 marks)
b) Explain **FIVE (5)** advantages in using social media for online marketing for the management committee consideration. (10 Marks)
c) Discuss **THREE (3)** challenges that your company may face if the committee decides to use social media marketing? (6 marks)

(Total: 20 marks)

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